



Luxembourg for Tourism

Market profile

UNITED STATES

2025

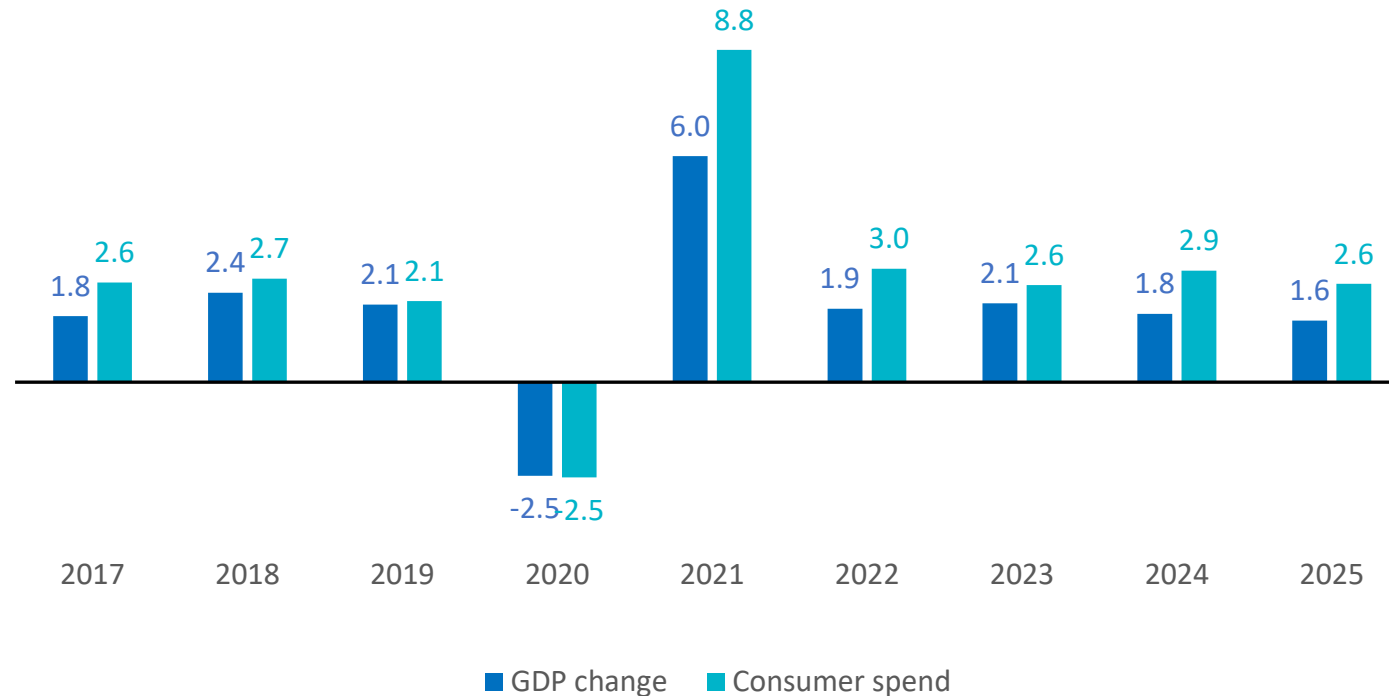


Economic indicators & General Travel Demand

Economic indicators – General travel demand



GDP and consumer spending, % annual change*



Economy & population

GDP (PPP, \$) per capita
76,931

Unemployment (%)
4.3

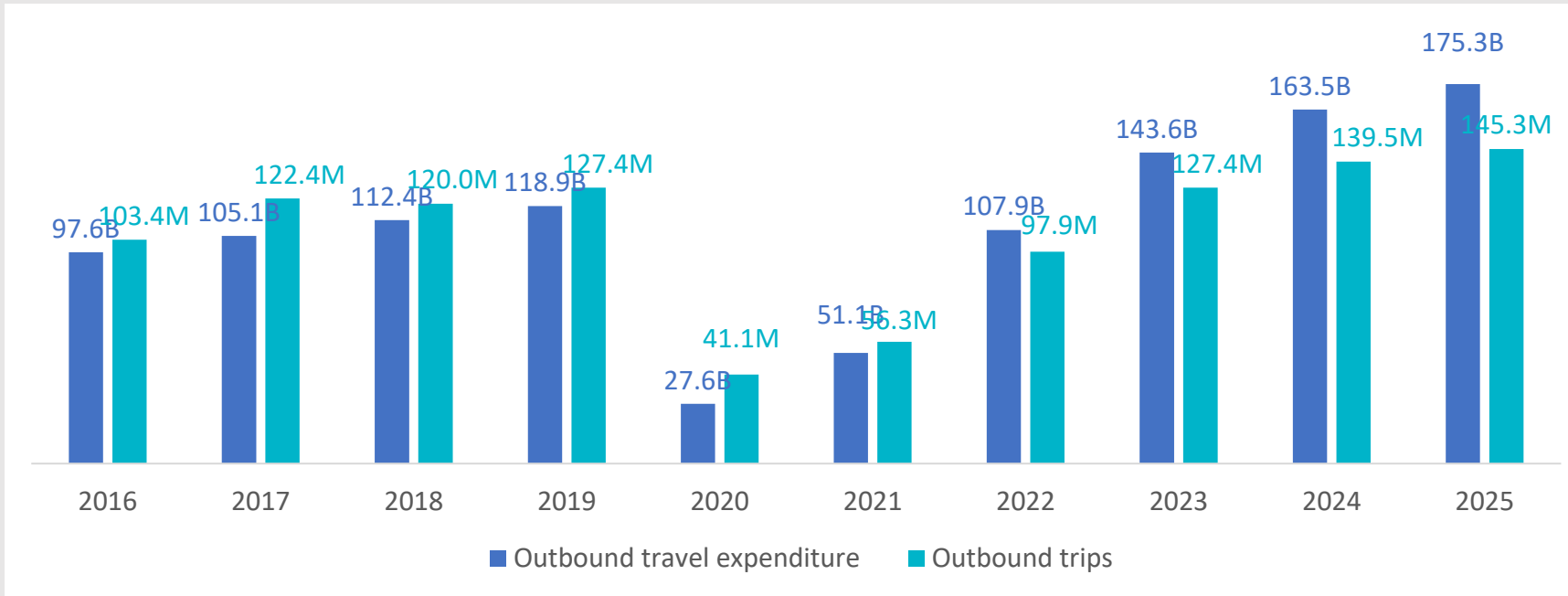
Inflation(%)
2.7

Population
347,275,808

Economic indicators – General travel demand



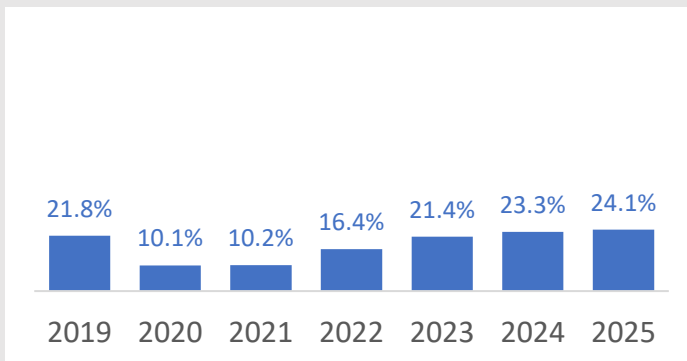
Outbound trips and travel expenditure



Outbound travel intensity
0.42 trips
per inhabitant (2025)

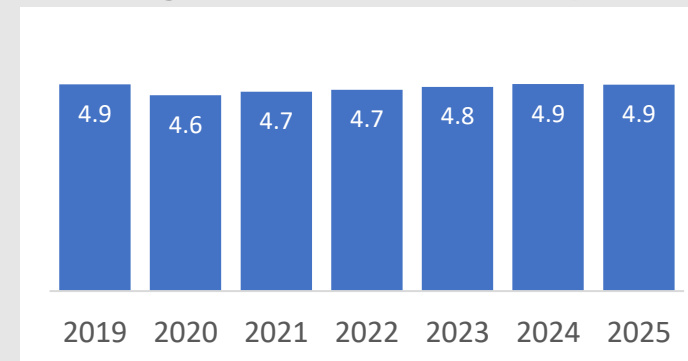
Average spend
per outbound trip (2025)
1,206 \$

Share of outbound travel, % all nights



Share of leisure,
% all outbound trips
(2025)
89%

Average length of stay, nights, all outbound trips





Arrivals & nights in paid accommodation

Nights in paid accommodation

2025 and 2019-2025

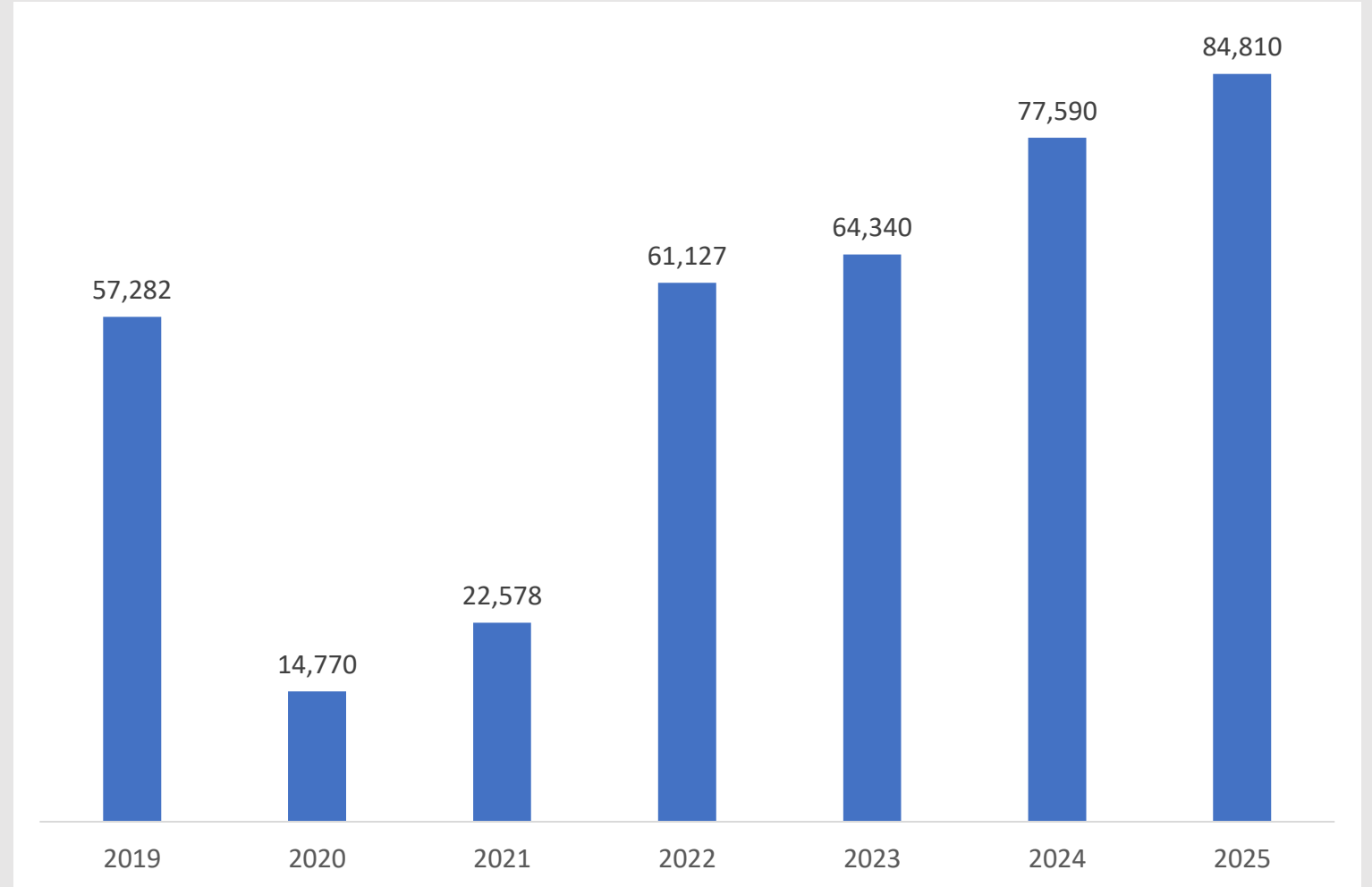


Nights,
paid accommodation, 2025



+9% (vs. 2024)

+48% (vs. 2019)



Arrivals in paid accommodation

2025 and 2019-2025

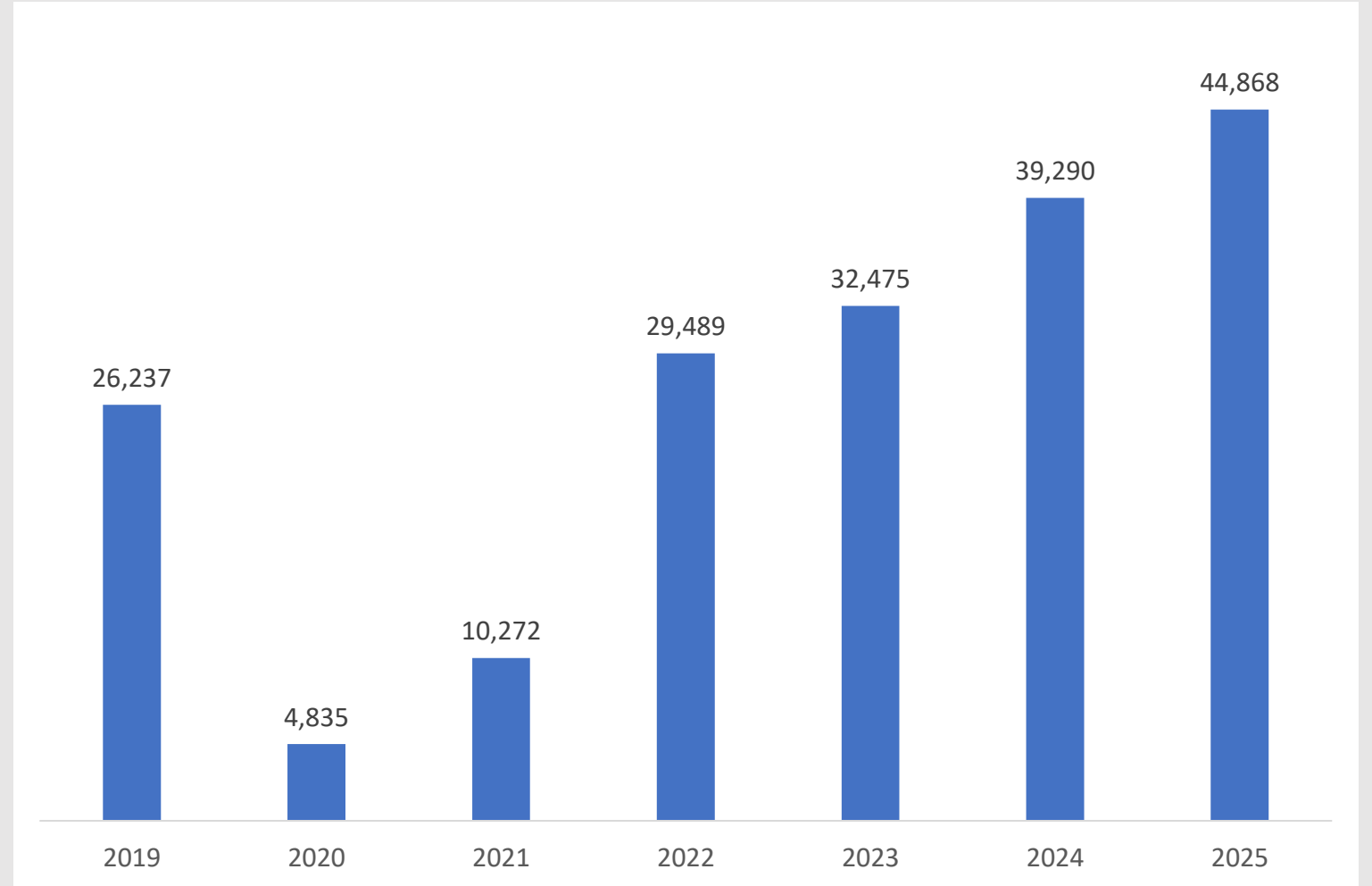


Arrivals,
paid accommodation, 2025



+14% (vs. 2024)

+71% (vs. 2019)



Length of stay, paid accommodation

2025 and 2019-2025

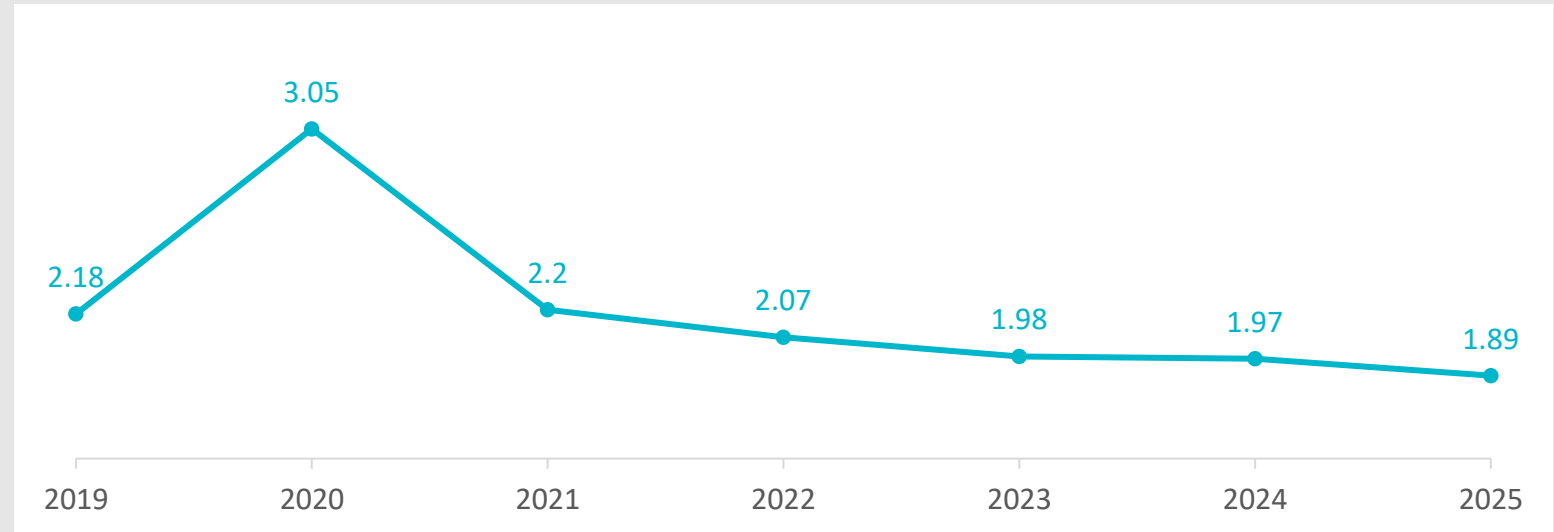


Average length of stay,
paid accommodation, 2025



-0.08 nights (vs. 2024)

-0.29 nights (vs. 2019)

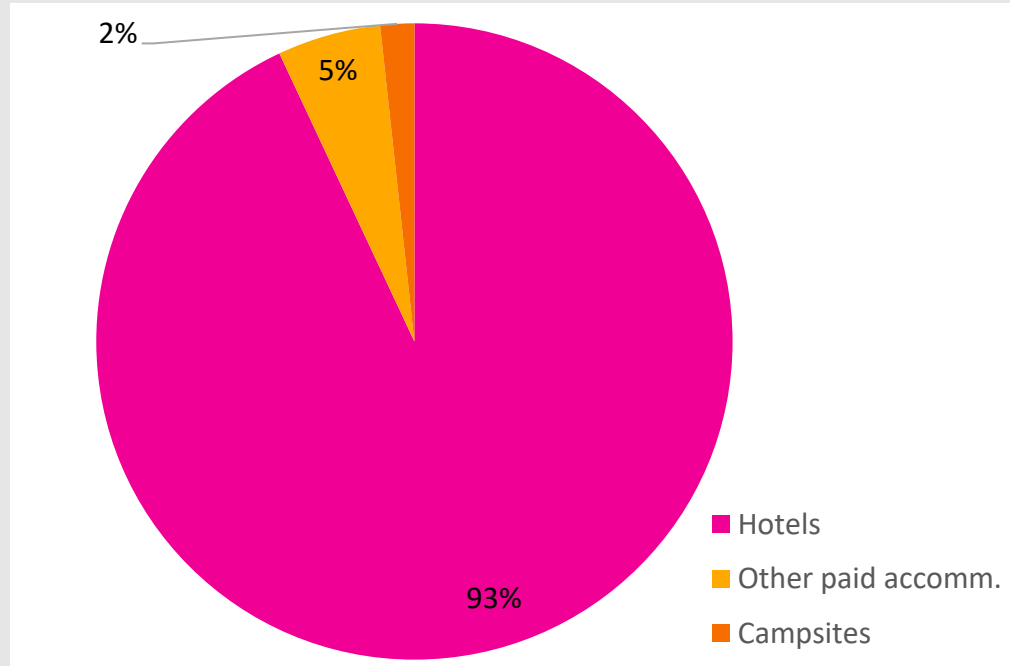


Nights & arrivals in paid accommodation

Type of accommodation, 2025

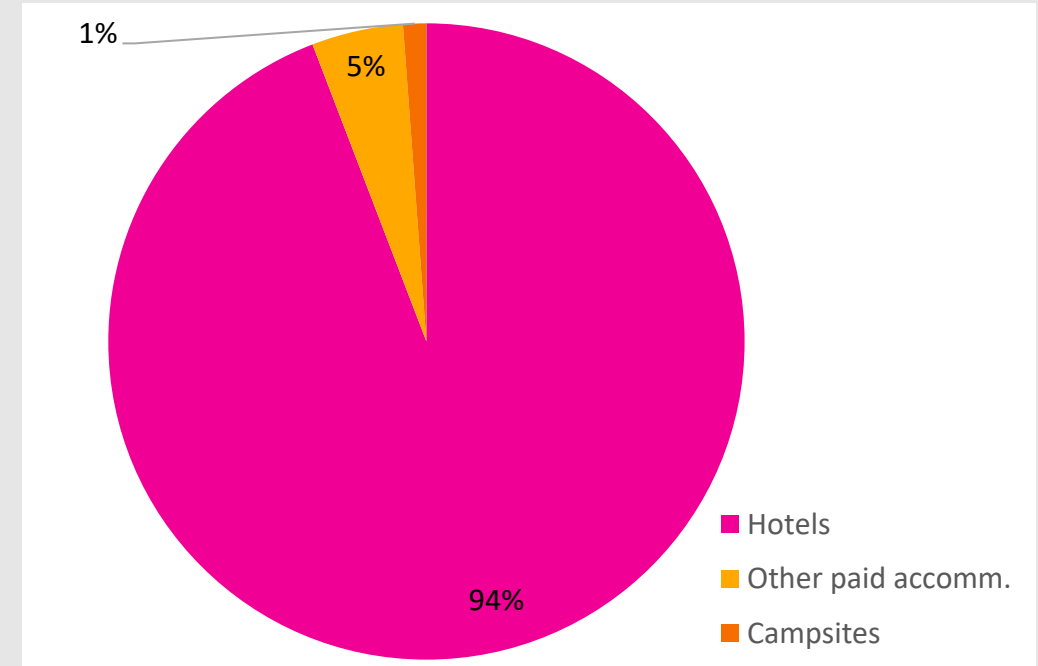


Nights,
paid accommodation, 2025



Hotels	78.892	+9% (vs. 2024)	+59% (vs. 2019)
Other paid accomm.	4.456	+15% (vs. 2024)	-39% (vs. 2019)
Campsites	1.462	+14% (vs. 2024)	+314% (vs. 2019)

Arrivals,
paid accommodation, 2025



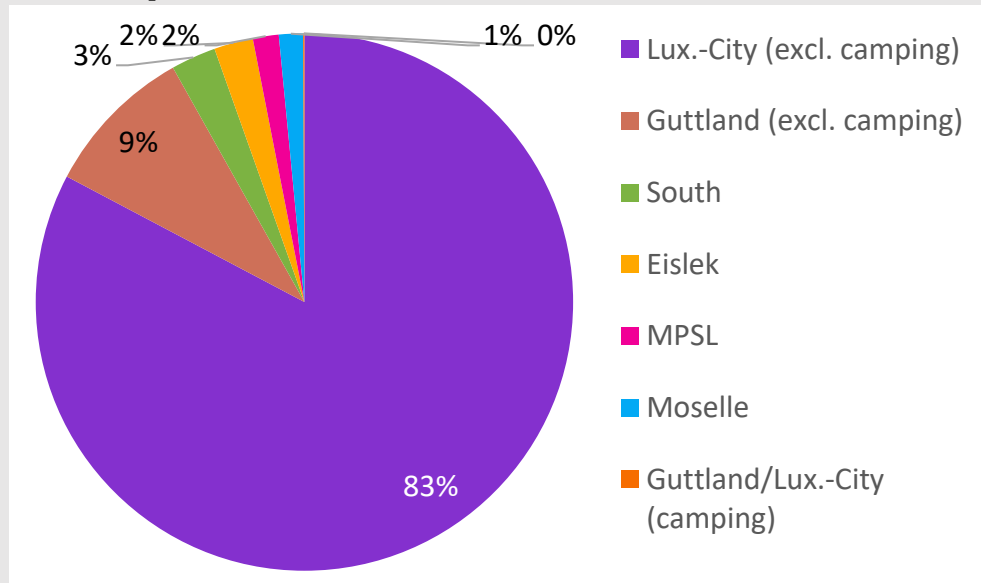
Hotels	42.252	+14% (vs. 2024)	+74% (vs. 2019)
Other paid accomm.	2.088	+10% (vs. 2024)	+21% (vs. 2019)
Campsites	528	+10% (vs. 2024)	+136% (vs. 2019)

Nights & arrivals in paid accommodation

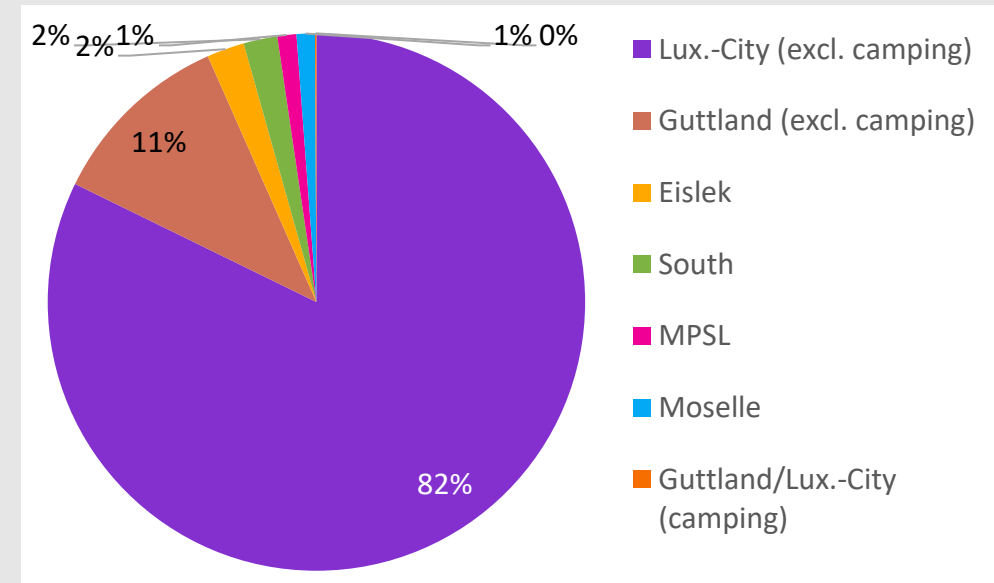
Regions, 2025



Nights, paid accommodation, 2025



Arrivals, paid accommodation, 2025



Lux.-City (excl. camping)	70.167	+15% (vs. 2024)	+65% (vs. 2019)
Guttland (excl. camping)	7.742	+15% (vs. 2024)	+52% (vs. 2019)
South	2.295	-54% (vs. 2024)	-43% (vs. 2019)
Eislek	1.992	-18% (vs. 2024)	-32% (vs. 2019)
MPSL	1.320	-14% (vs. 2024)	+42% (vs. 2019)
Moselle	1.229	+20% (vs. 2024)	-27% (vs. 2019)
Guttland/Lux.-City (camping)	65	-24% (vs. 2024)	-38% (vs. 2019)

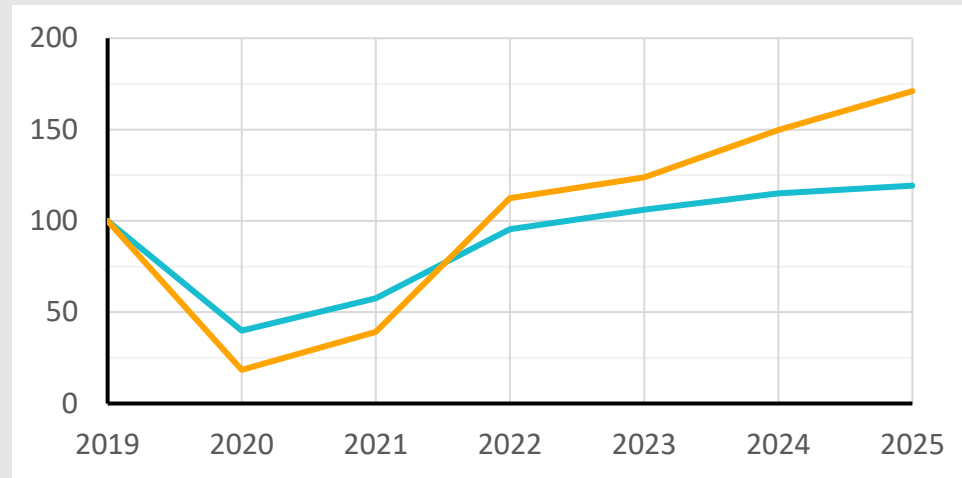
Lux.-City (excl. camping)	36.900	+21% (vs. 2024)	+93% (vs. 2019)
Guttland (excl. camping)	4.998	+16% (vs. 2024)	+100% (vs. 2019)
Eislek	1.011	-12% (vs. 2024)	-31% (vs. 2019)
South	914	-59% (vs. 2024)	-50% (vs. 2019)
MPSL	513	-19% (vs. 2024)	-7% (vs. 2019)
Moselle	494	+18% (vs. 2024)	-29% (vs. 2019)
Guttland/Lux.-City (camping)	38	-40% (vs. 2024)	-52% (vs. 2019)

Arrivals in paid accommodation

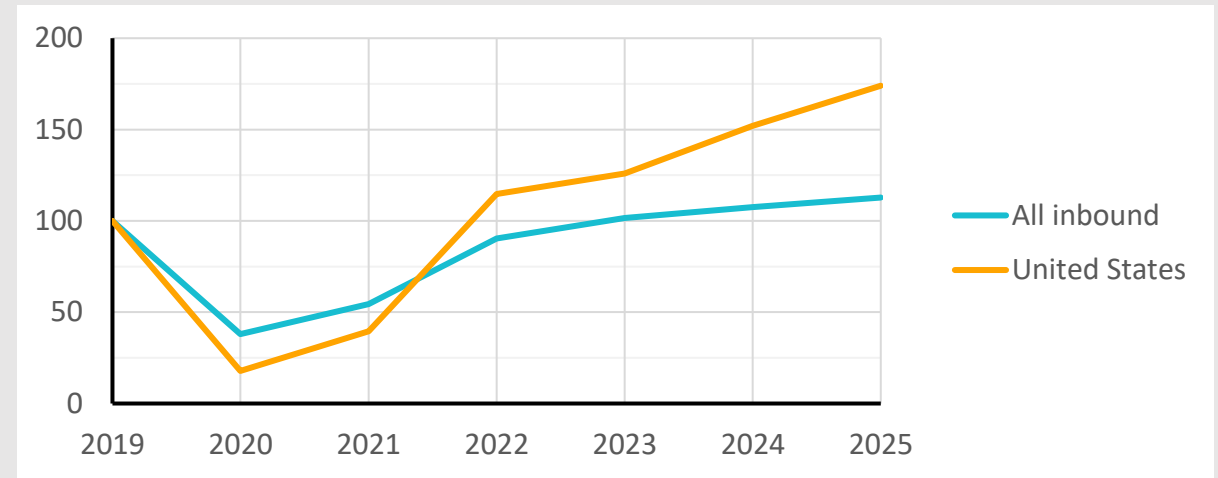
Trends 2019-2025



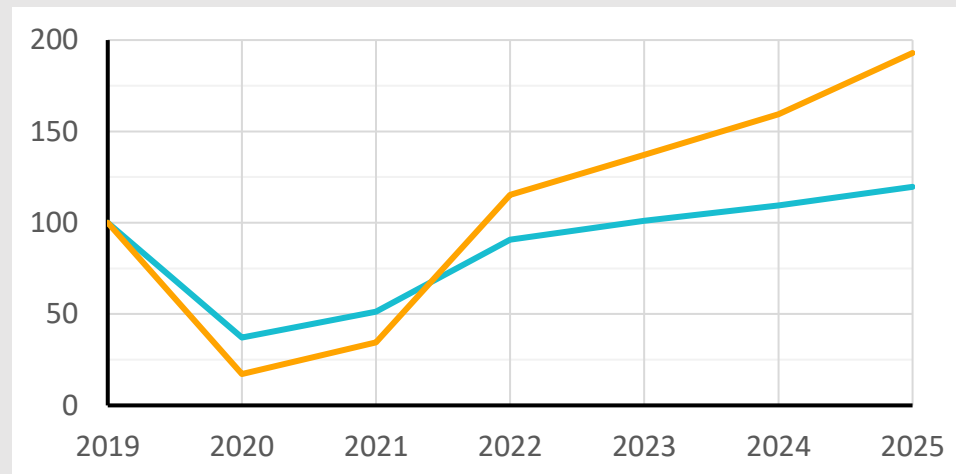
All paid accommodation, national (2019 = Index 100)



Hotels, national (2019 = Index 100)



All paid accommodation (*), Luxembourg City (2019 = Index 100)

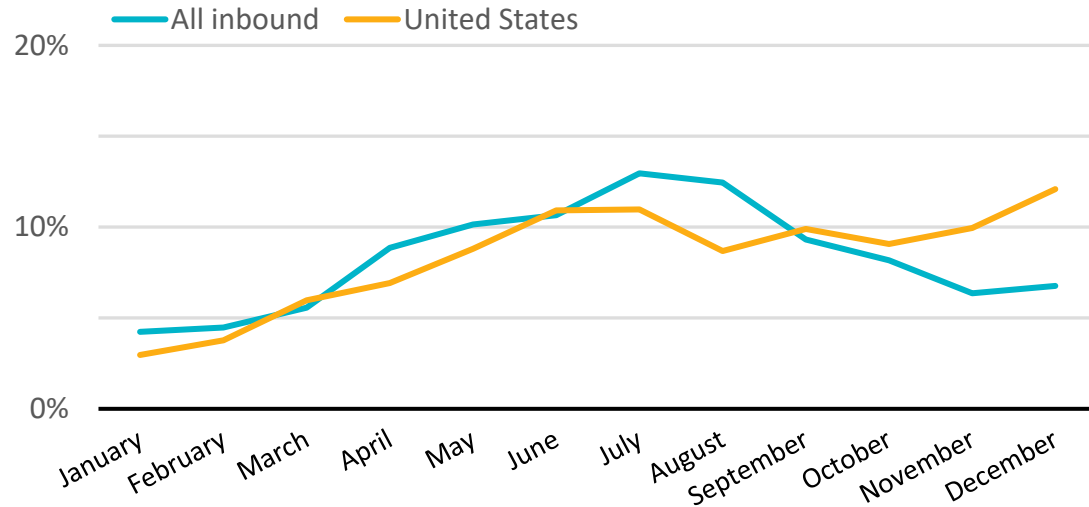


Arrivals in paid accommodation

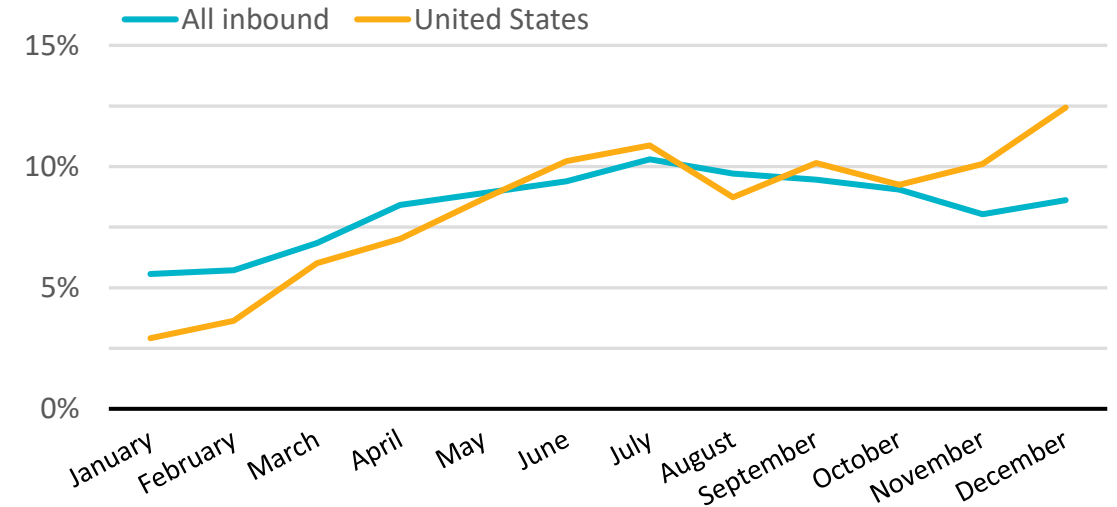
Seasonality



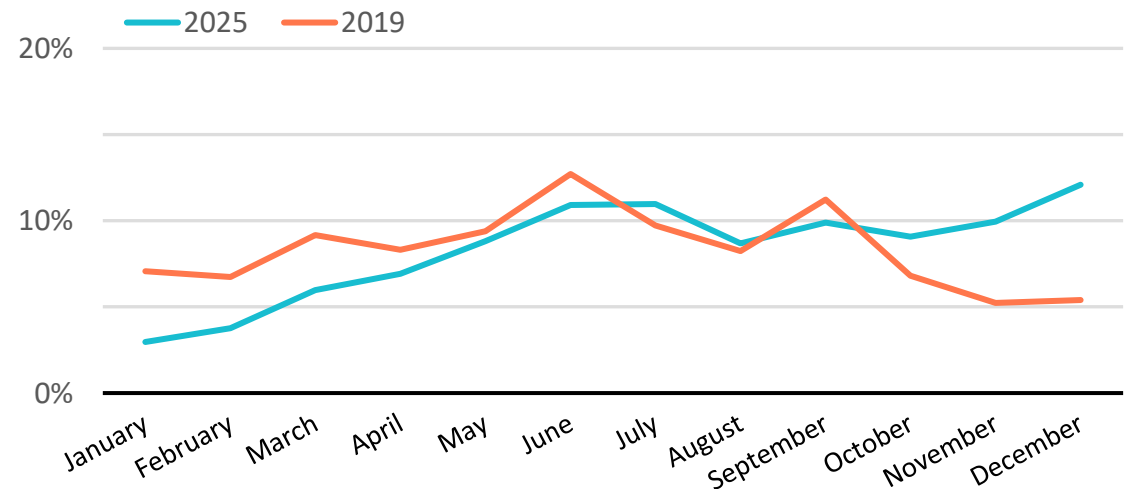
All paid accommodation, 2025



Hotels, 2025



All paid accommodation, arrivals from the United States



Short-term rentals

2025 and 2019-2025

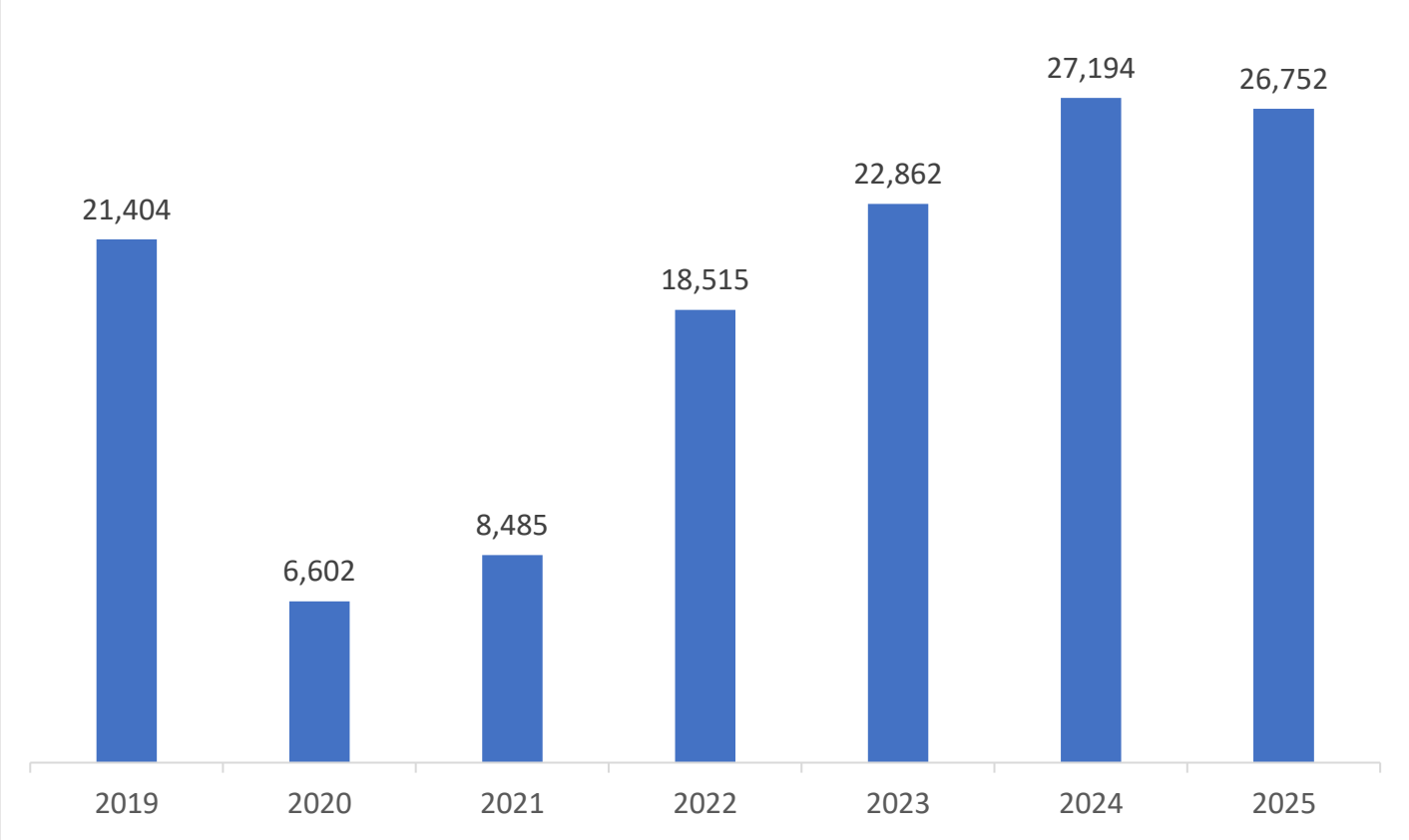


Nights,
Short-term rentals, 2025



-2% (vs. 2024)
+25% (vs. 2019)

Nights,
Short-term rentals, 2019-2025





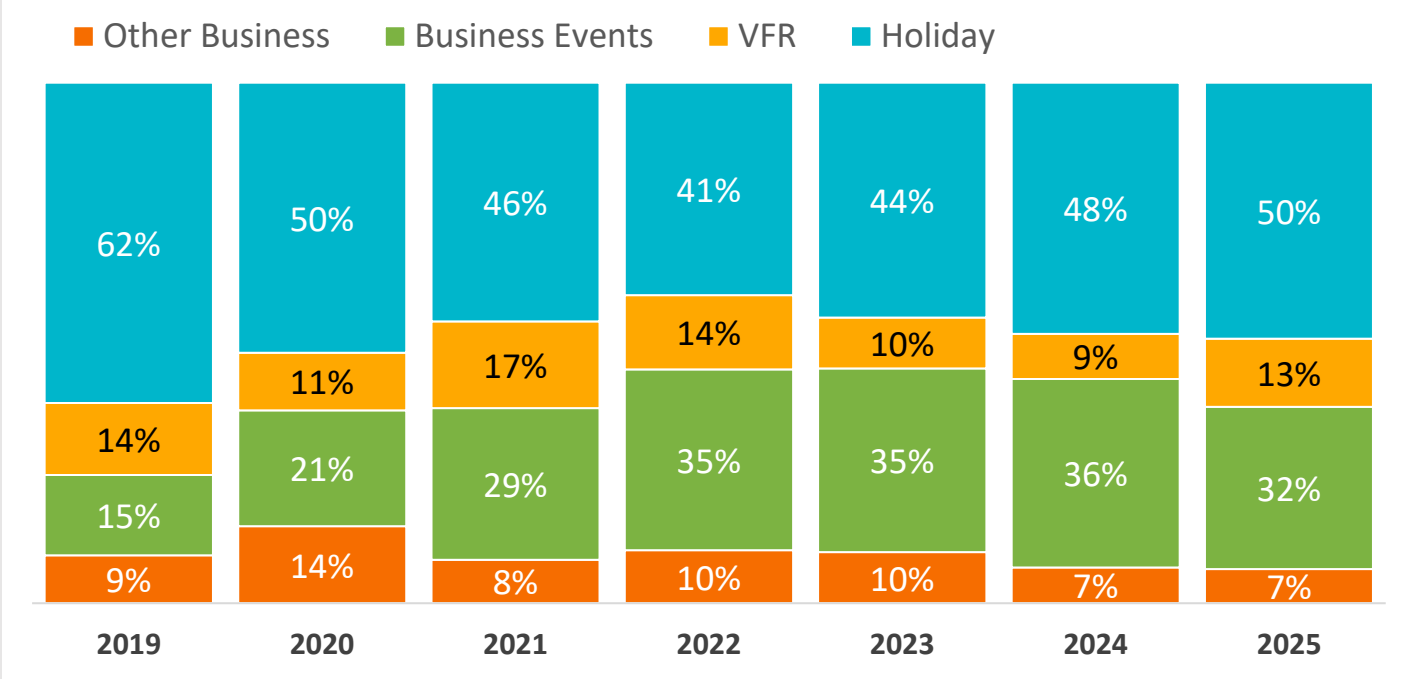
Characteristics of inbound trips

US trips to Luxembourg with overnight (all accommodation)



Purpose of visit, 2019-2025

US trips to Luxembourg, 2019-2025



2025

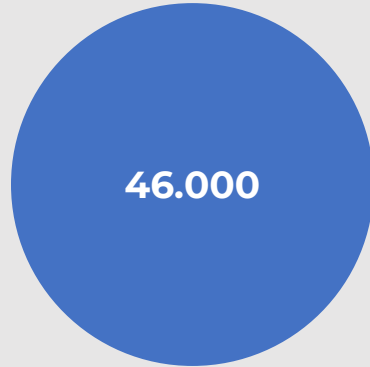
	United States to Luxembourg	All Non-Europe to
Holiday	50%	44%
VFR	13%	10%
Business Events	32%	33%
Other Business	7%	12%

Inbound same-day trips to Luxembourg

2025



**Number of inbound
same-day trips, 2025 (estimate)**



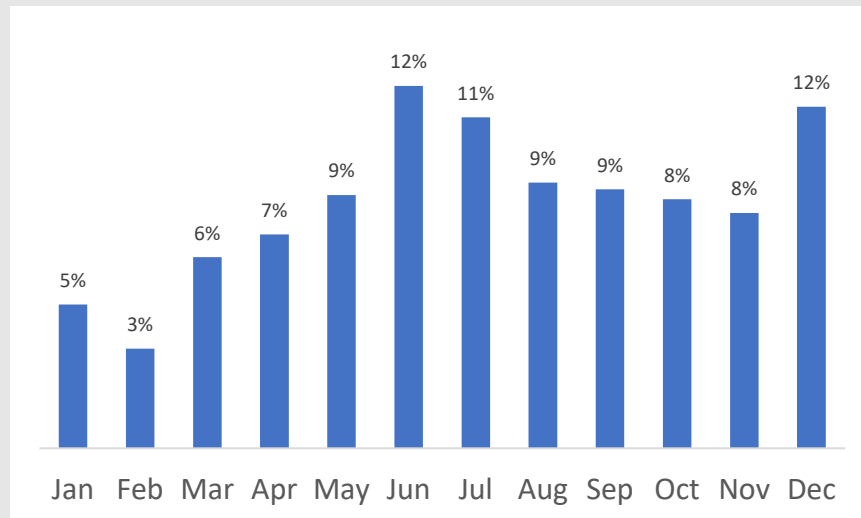
-10% (vs. 2024)

**Average length
of same-day trips**



+0,3 h (vs. 2024)

**Seasonality
% of same-day trips**



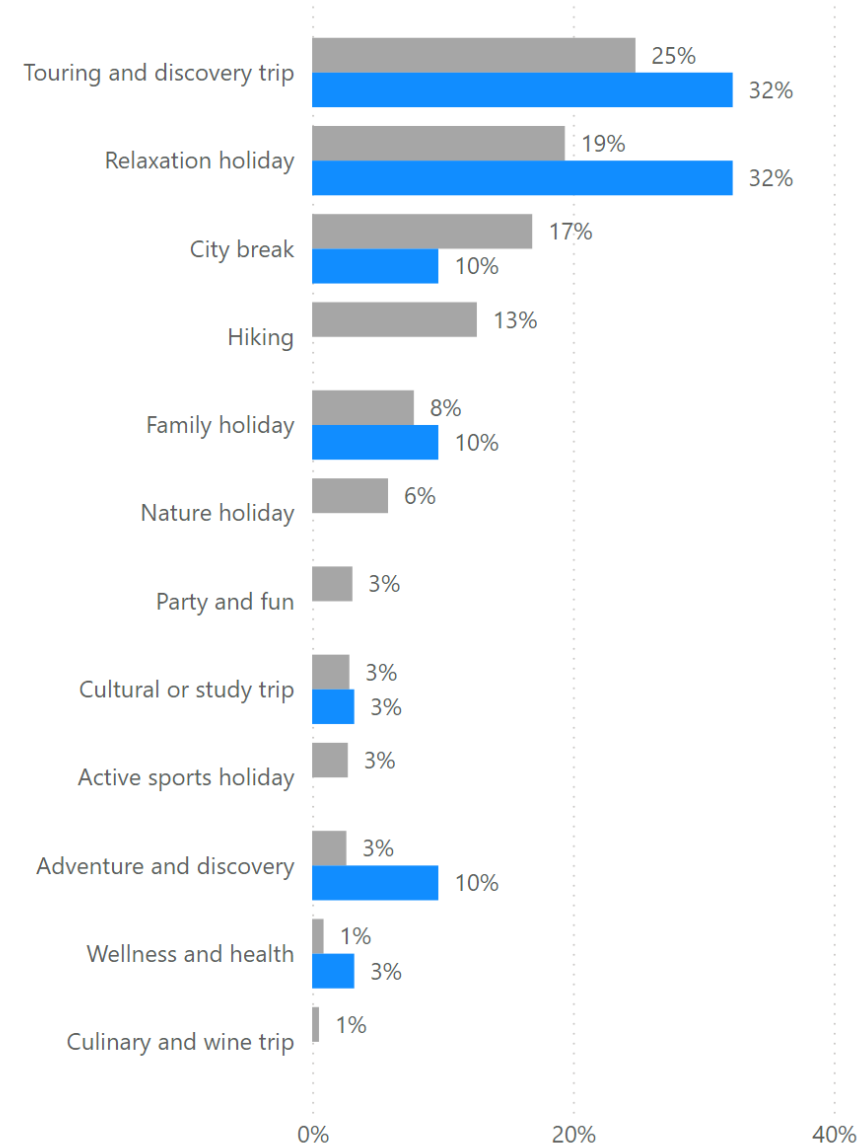


Travel behaviour of inbound leisure visitors

Main holiday types

Leisure overnight visitors, 2023–2025

● All inbound ● United States

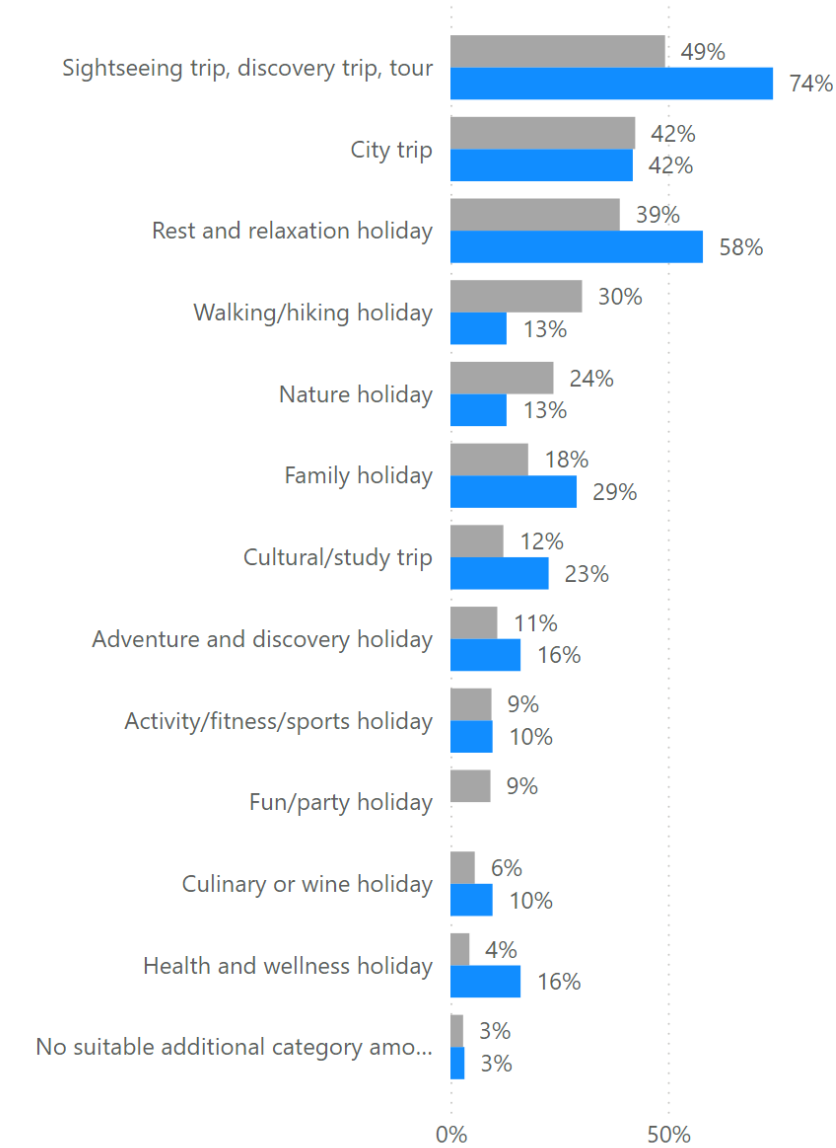


Low N for this question for segment(s): United States (N=31)

All holiday types

Leisure overnight visitors, 2023–2025

● All inbound ● United States

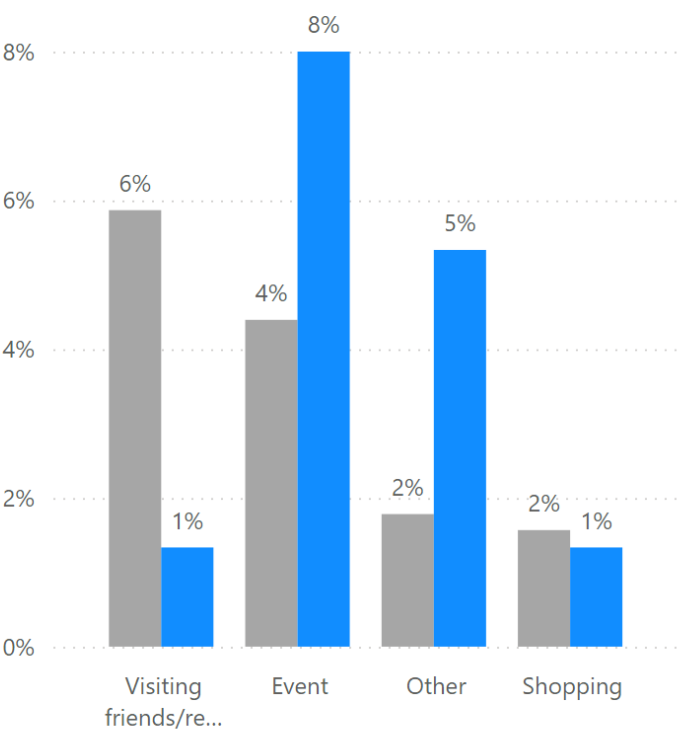


Low N for this question for segment(s): United States (N=31)

Main purpose of overnight trip (if not holiday)

Leisure overnight visitors, 2023–2025

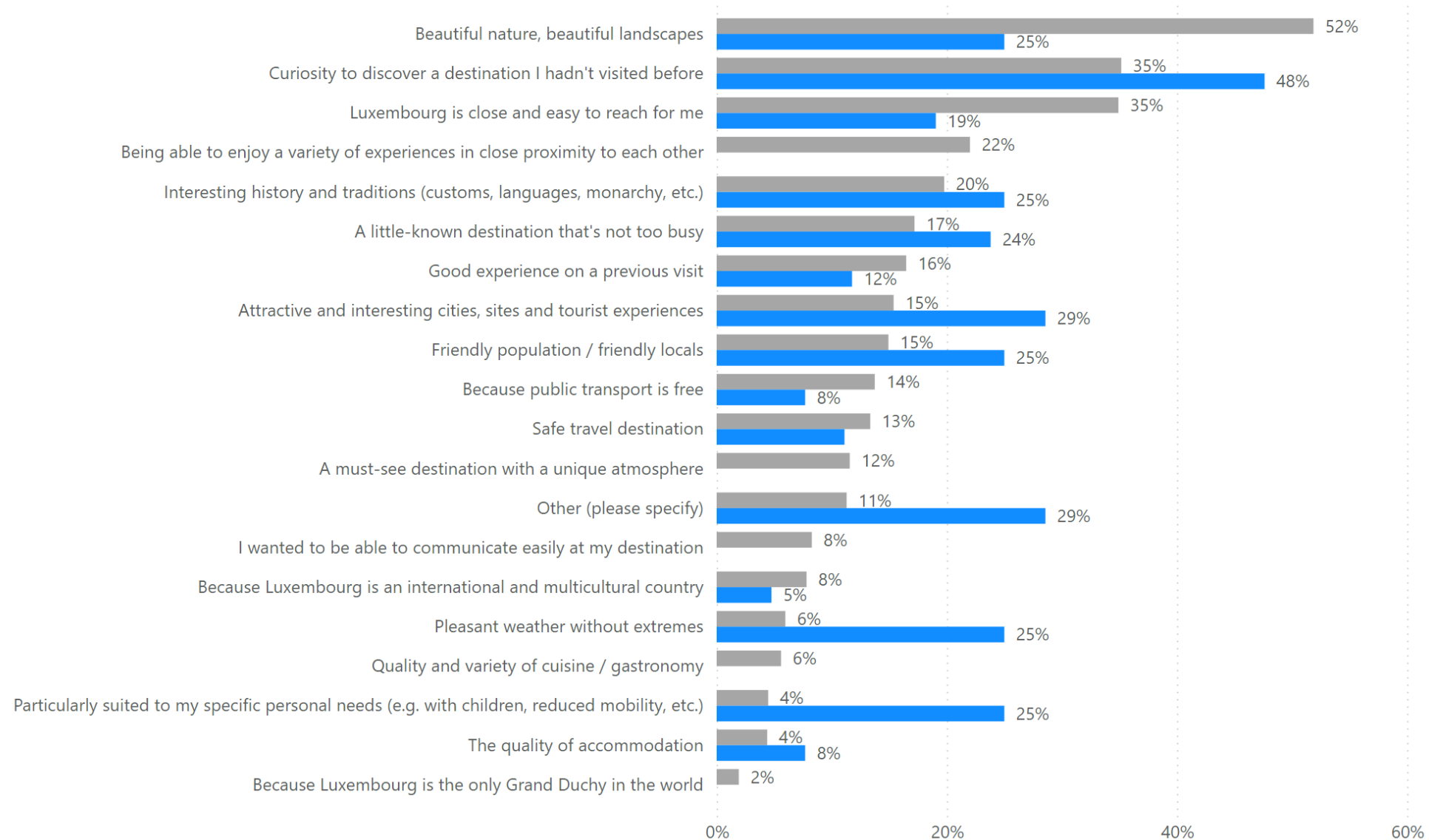
● All inbound ● United States



Reasons for choosing Luxembourg

Leisure overnight visitors, 2022–2025

● All inbound ● United States



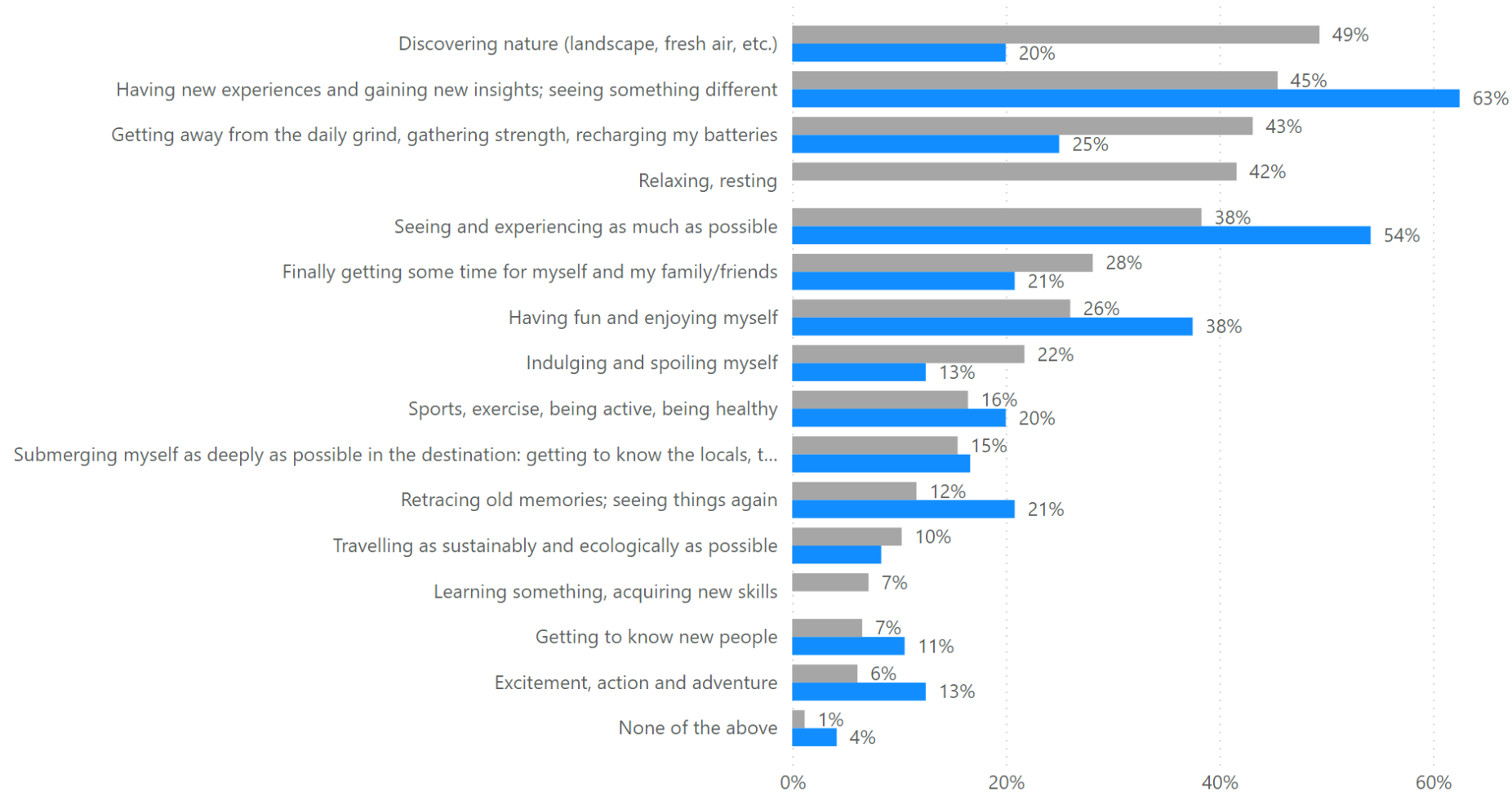
Low N for this question for segment(s): United States (N=21)



Travel Motives

Leisure overnight visitors, 2022–2025

● All inbound ● United States

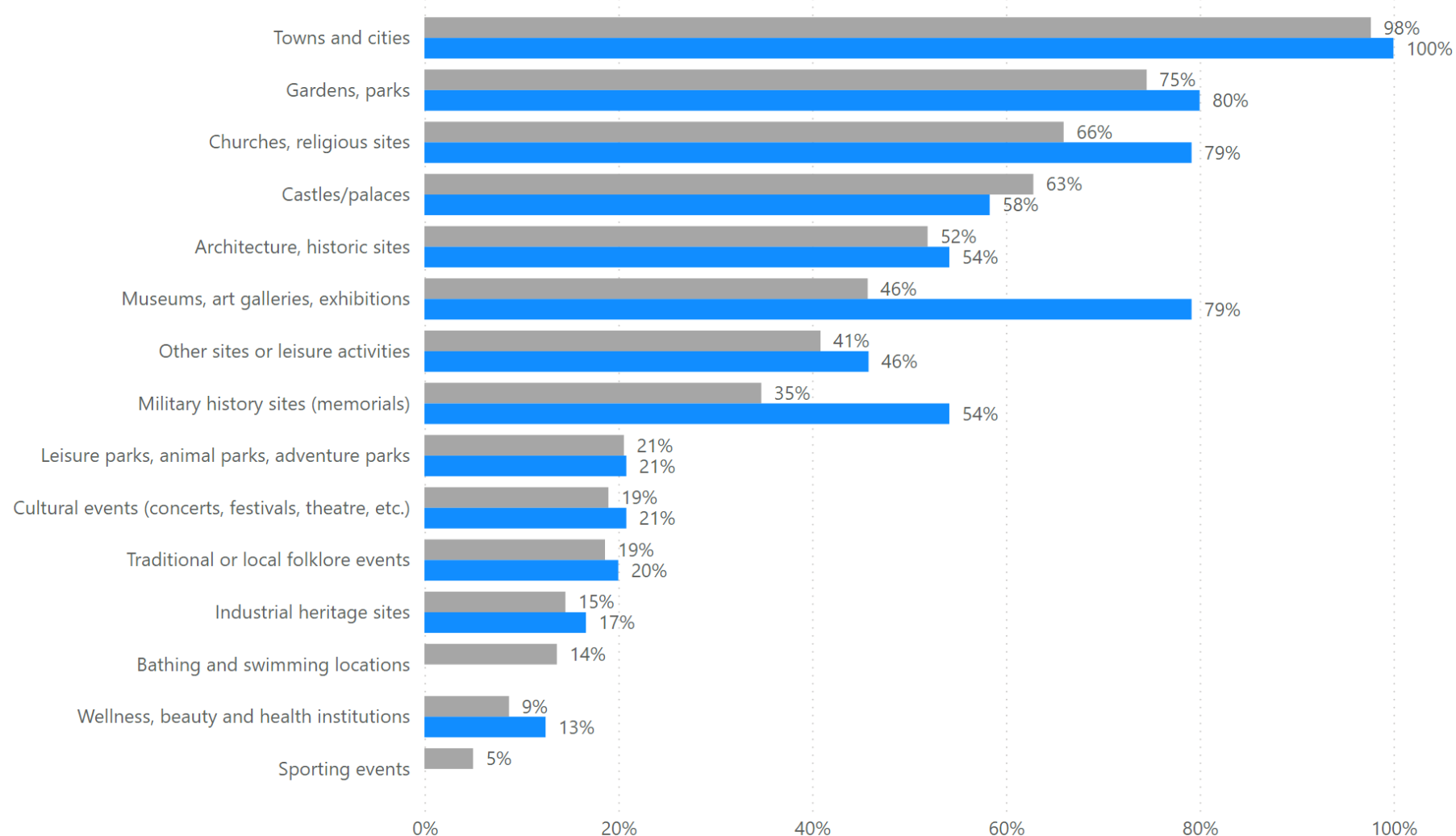


Low N for this question for segment(s): United States (N=24)

Places visited

Leisure overnight visitors, 2022–2025

● All inbound ● United States

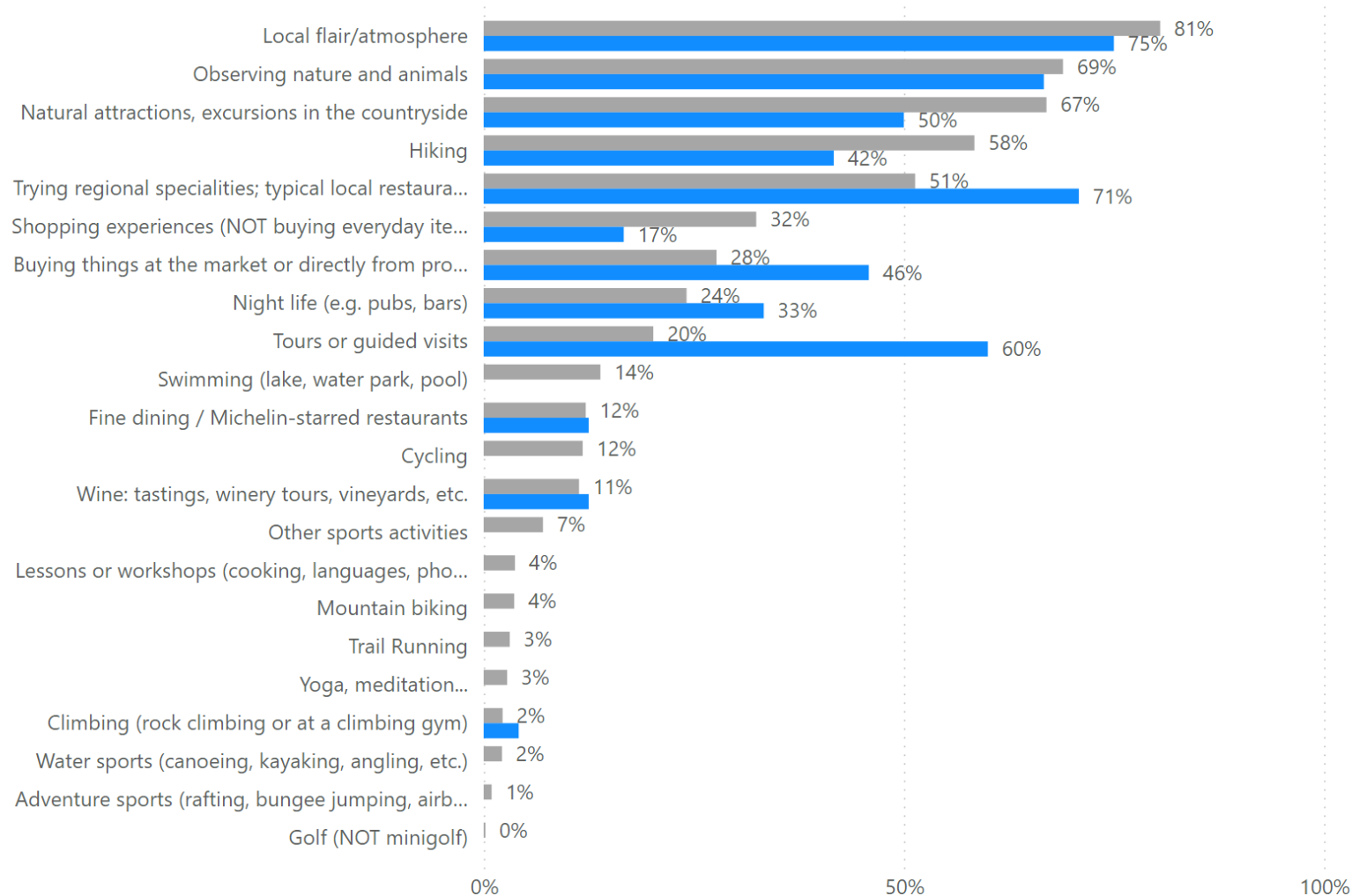


Low N for this question for segment(s): United States (N=24)

Activities (sporting and non-sporting)

Leisure overnight visitors, 2022–2025

● All inbound ● United States



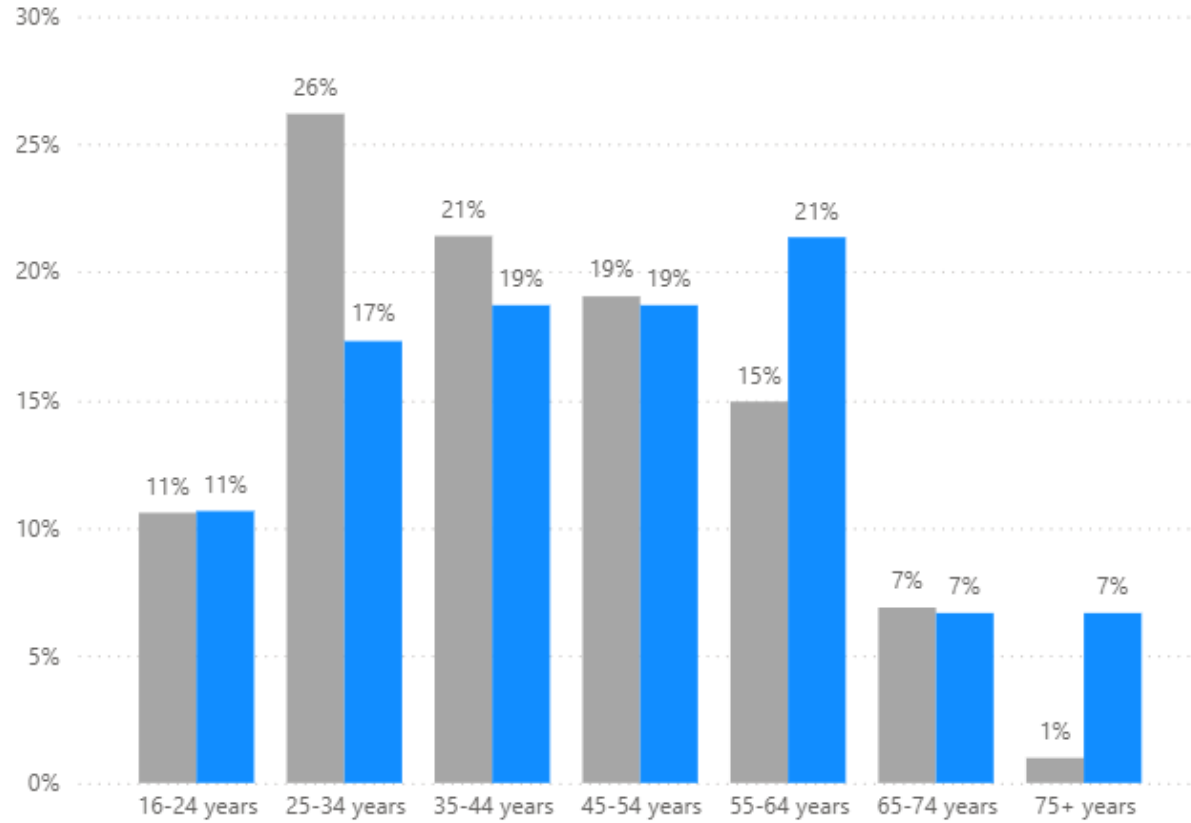
Low N for this question for segment(s): United States (N=24)



Age

Leisure overnight visitors, 2023–2025

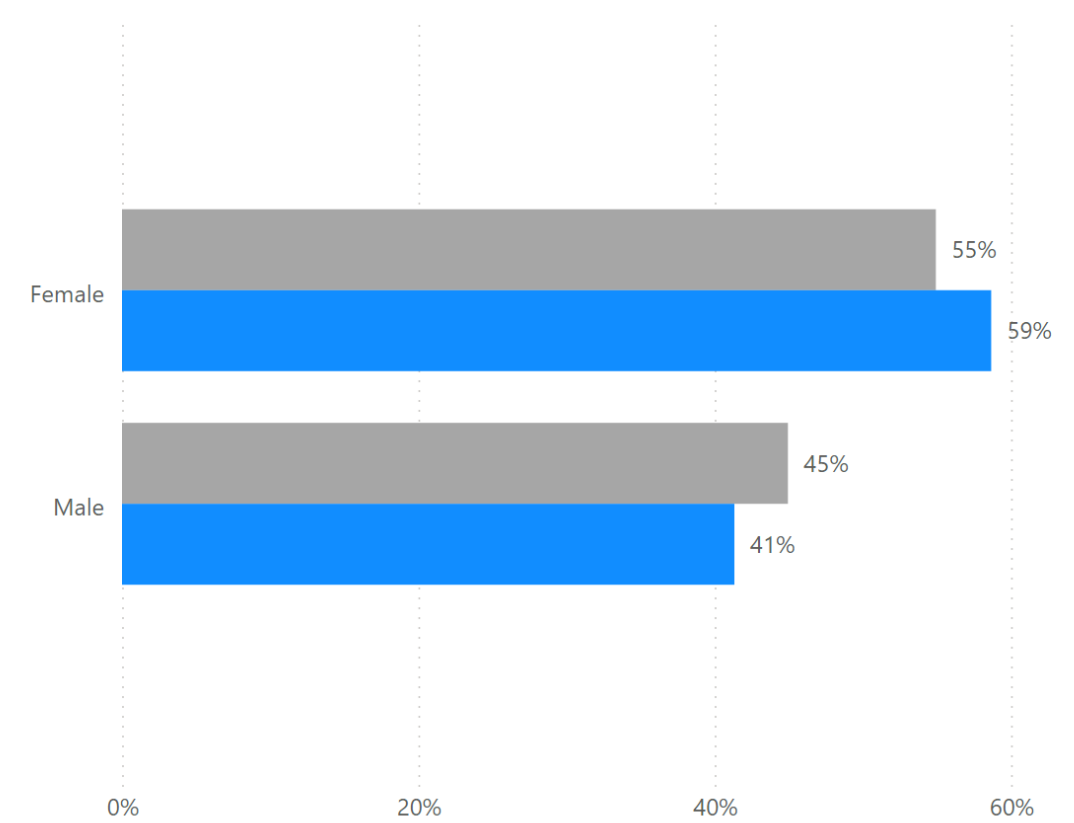
● All inbound ● United States



Gender

Leisure overnight visitors, 2023–2025

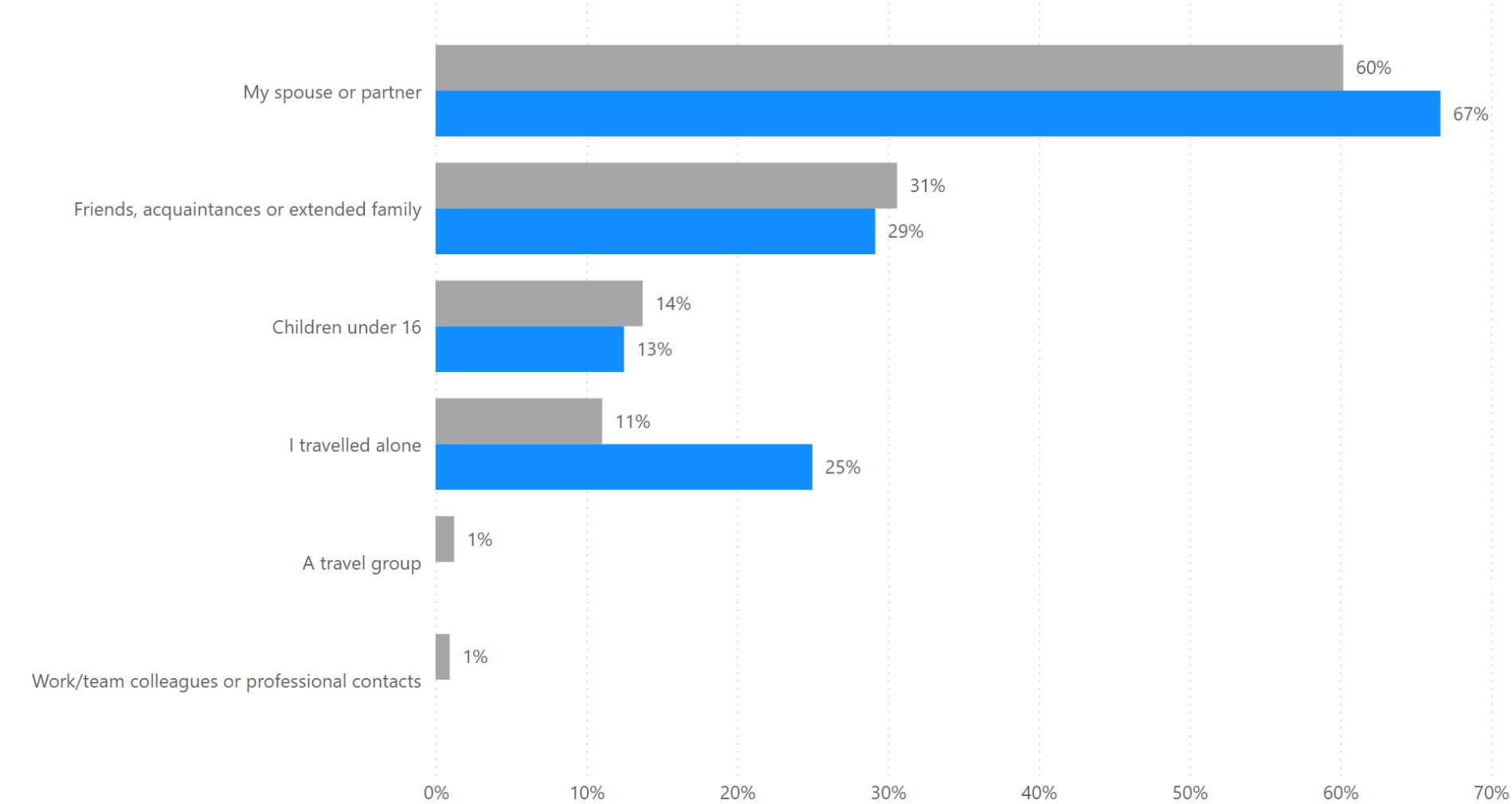
● All inbound ● United States





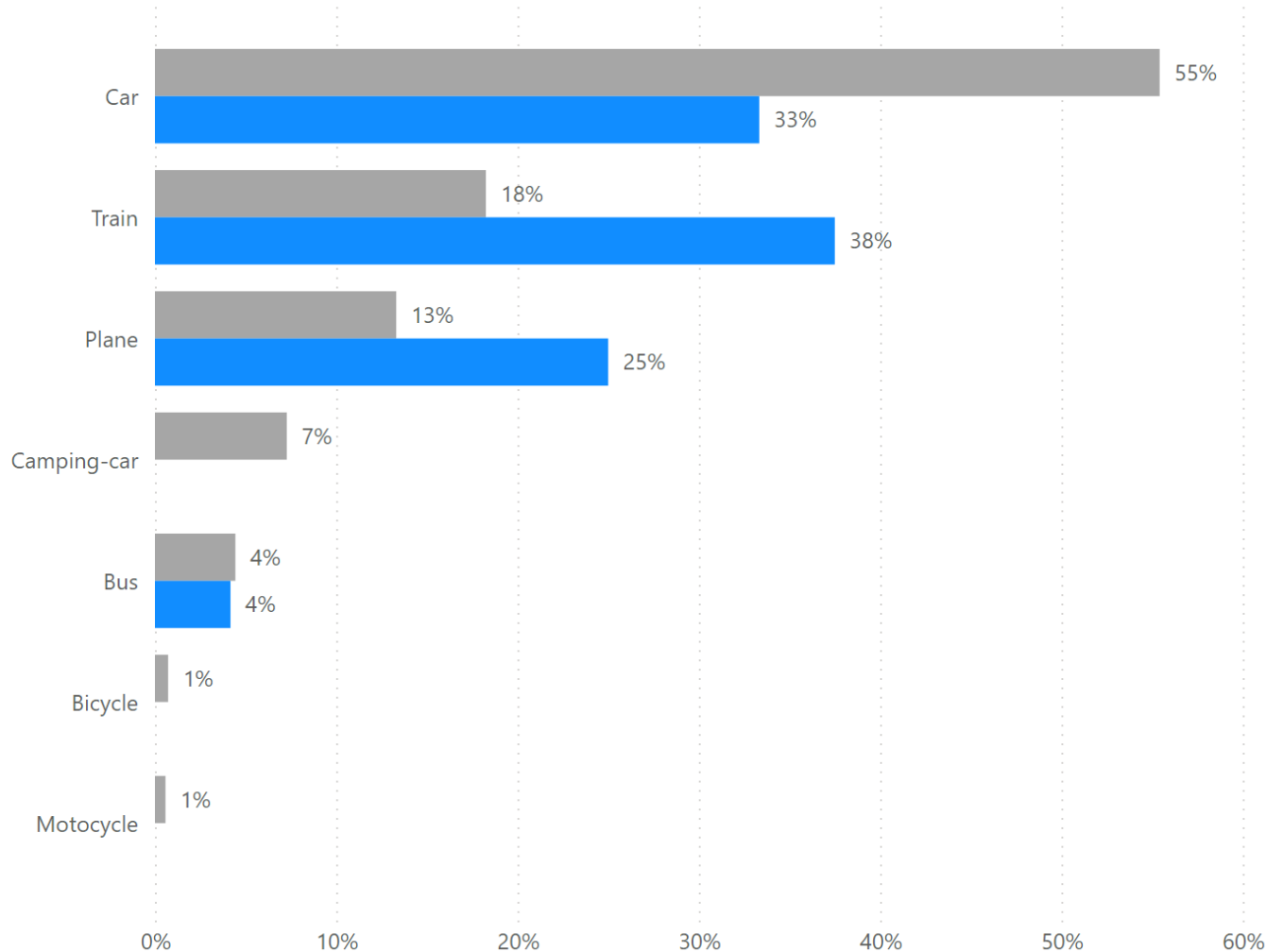
Travel party
Leisure overnight visitors, 2022–2025

● All inbound ● United States



Low N for this question for segment(s): United States (N=24)

● All inbound ● United States



Low N for this question for segment(s): United States (N=24)

First-time visitors
Leisure overnight visitors, 2023–2025

62%

All inbound

81%

United States

Visitors spending nights in
Luxembourg and abroad
during same trip
Leisure overnight visitors, 2023–2025

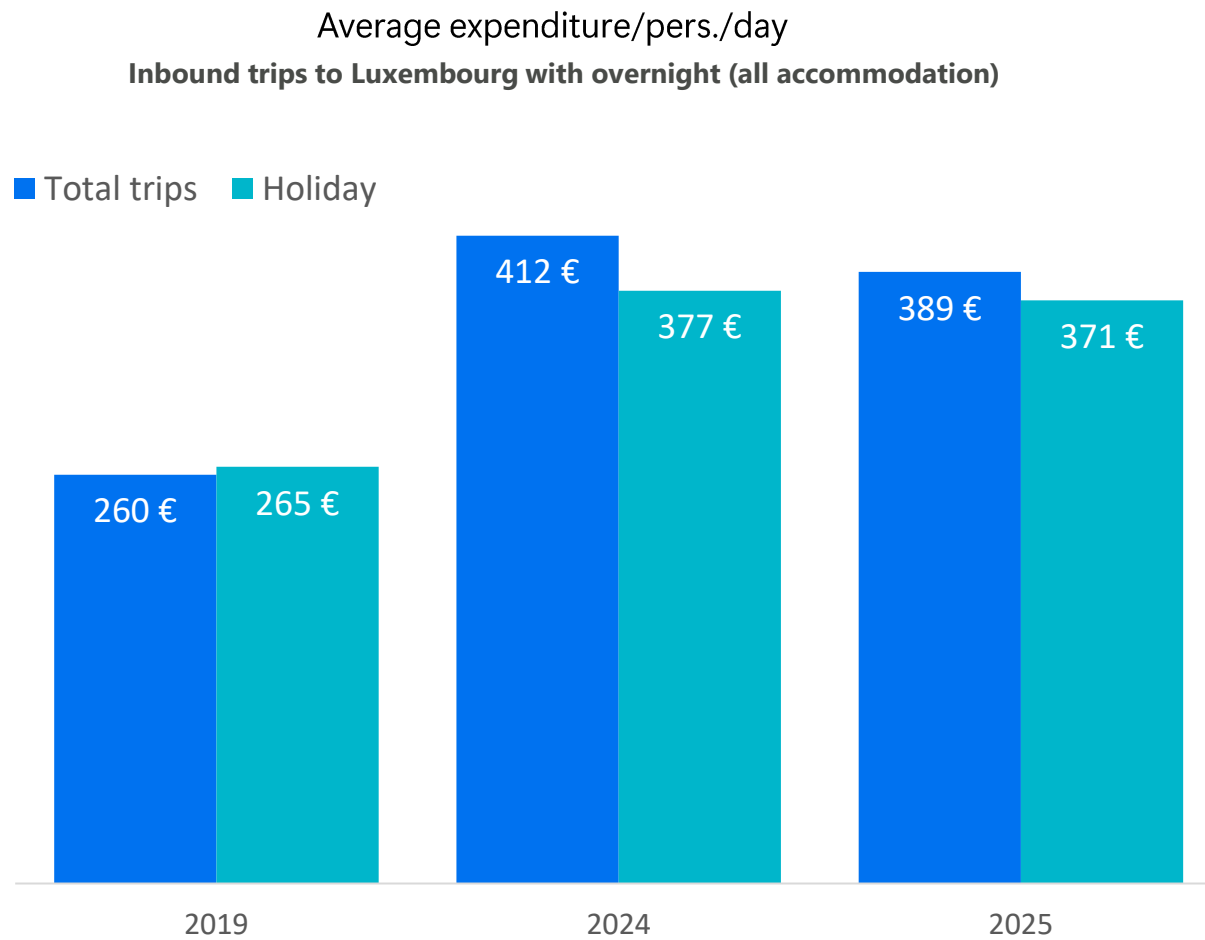
38%

All inbound

75%

United States

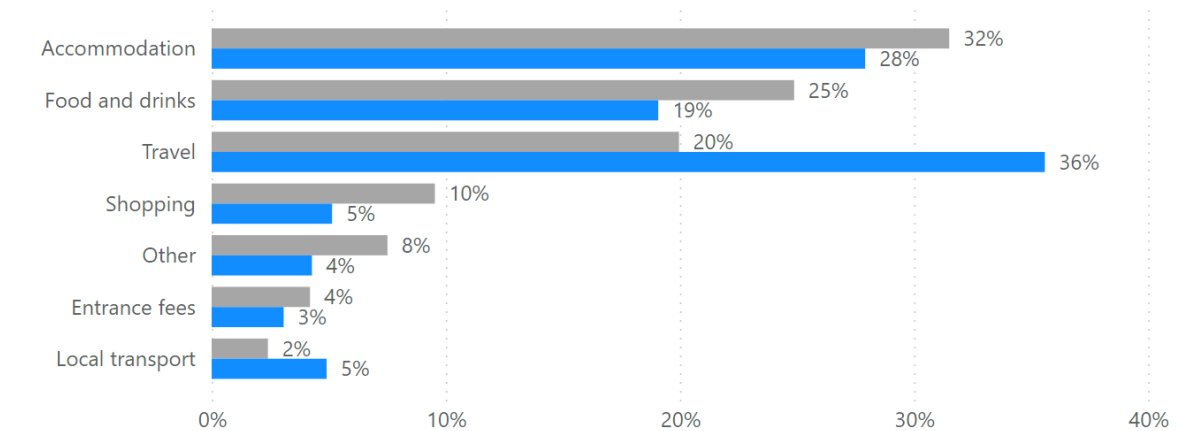
Low N for this question for segment(s): United States (N=24)



Spending categories

Leisure overnight visitors, 2022–2025

● All inbound ● United States

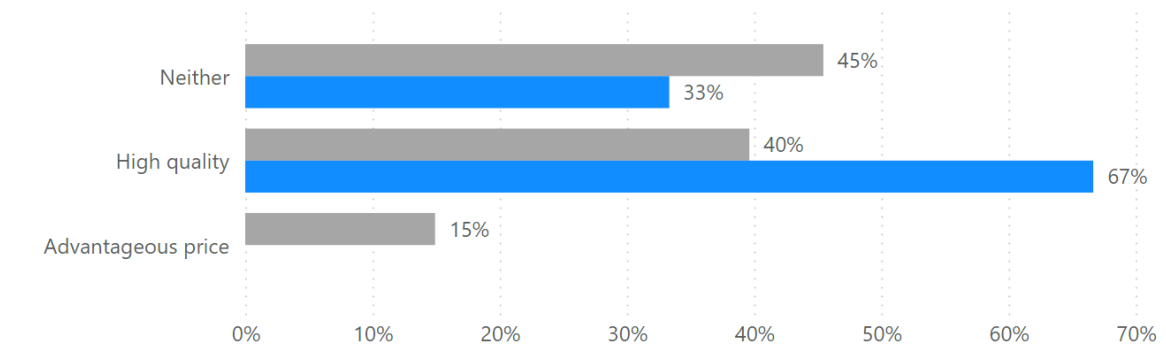


Low N for this question for segment(s): United States (N=15)

Quality vs. price orientation

Leisure overnight visitors, 2023–2025

● All inbound ● United States



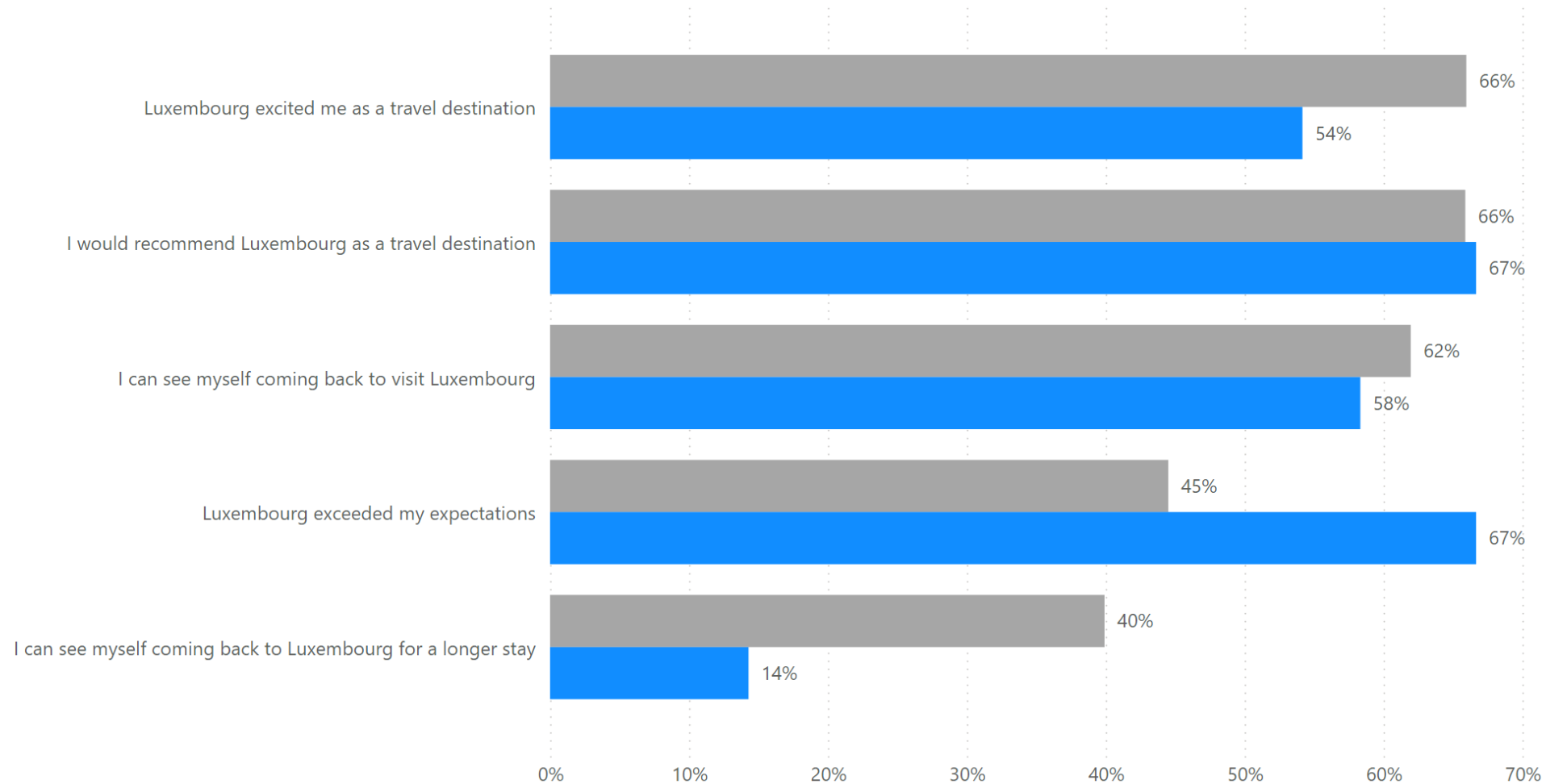
Low N for this question for segment(s): United States (N=15)



Overall satisfaction - % "strongly agree"

Leisure overnight visitors, 2022–2025

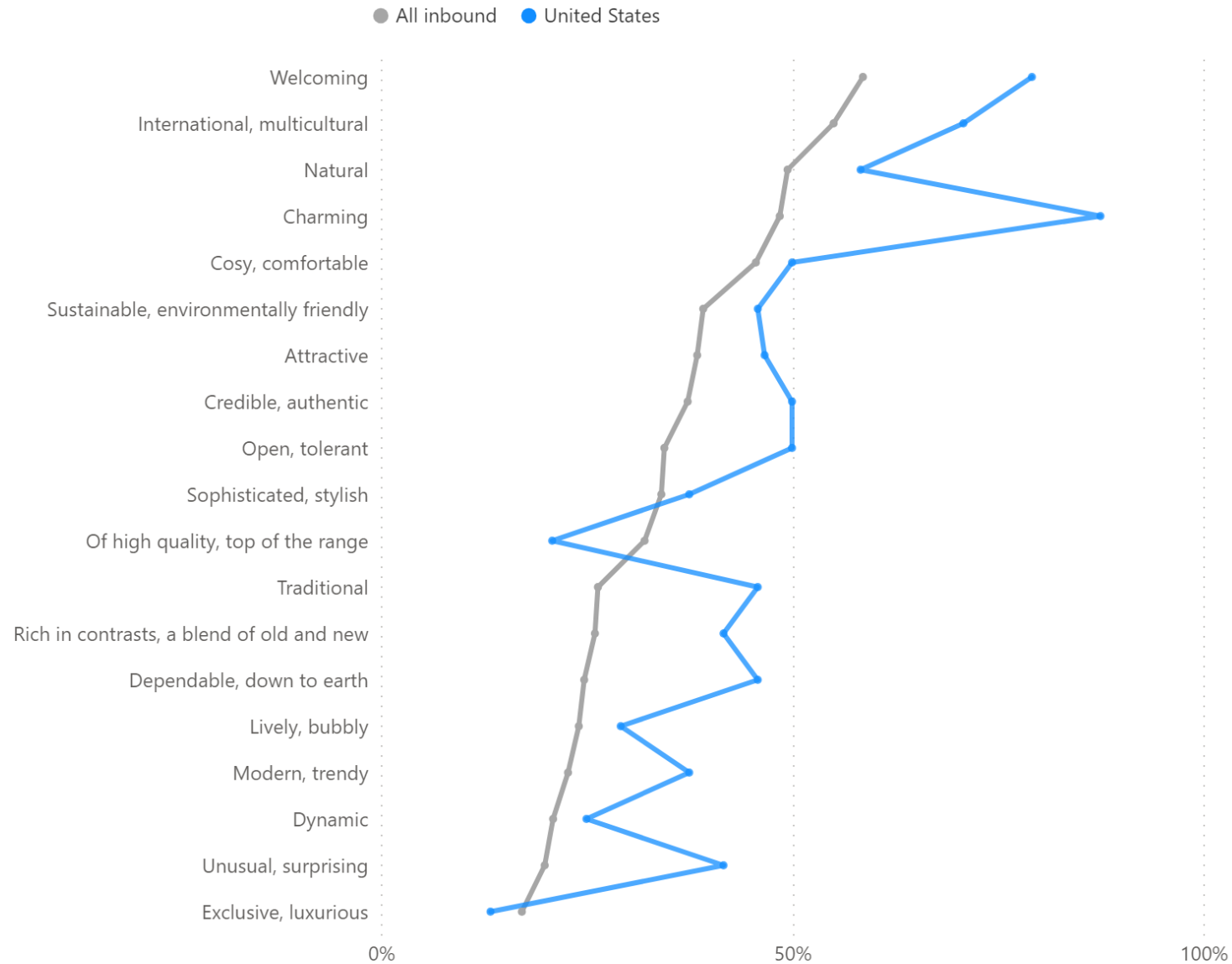
● All inbound ● United States



Low N for this question for segment(s): United States (N=24)

Brand features

Leisure overnight visitors, 2022–2025



Low N for this question for segment(s): United States (N=24)



Target segments, Brand & Growth Potential

LFT Target Segments



United States
All inbound

Explorers



Nature-Loving Actives



Relaxation Seekers



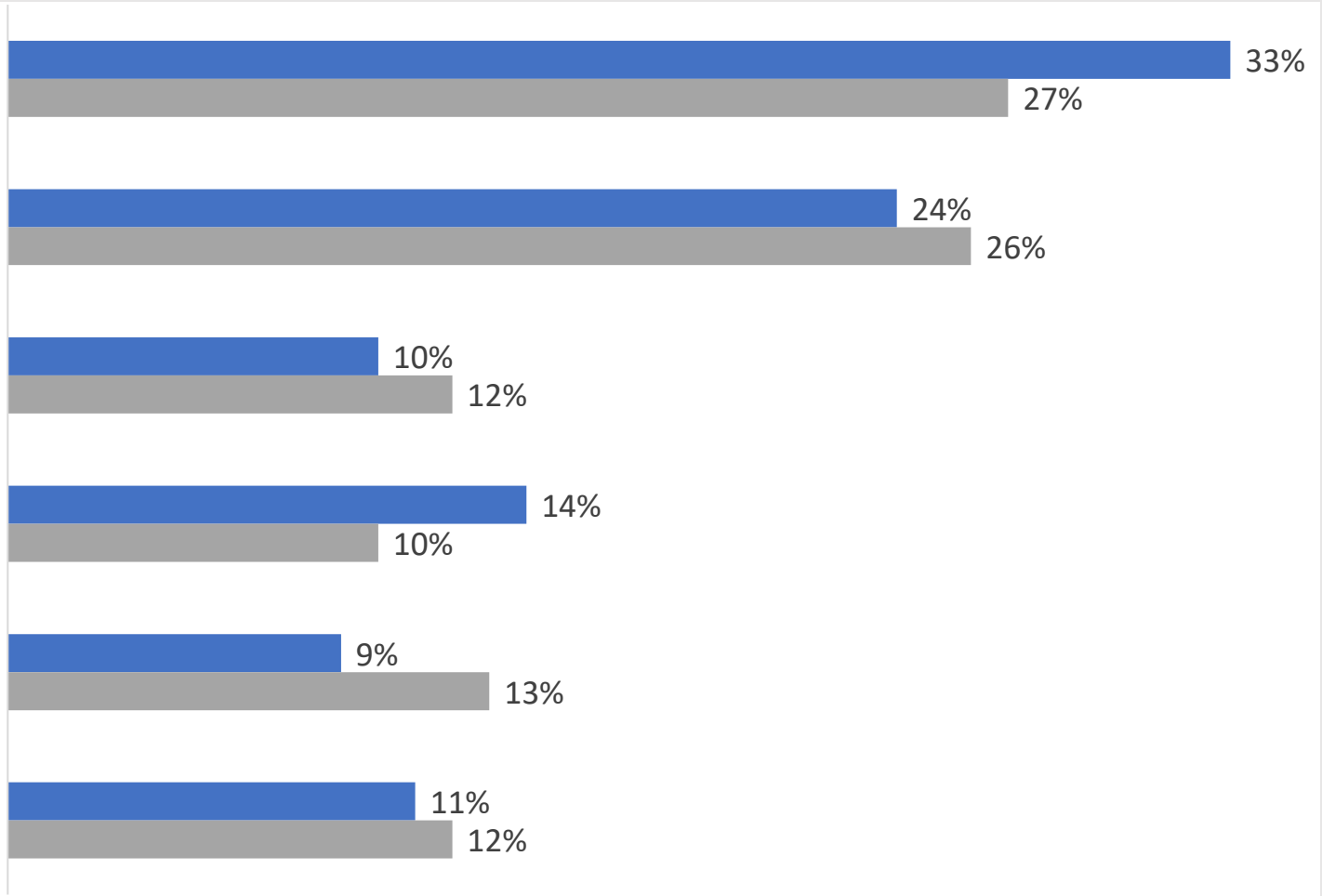
Short Breakers



Perfection Seekers

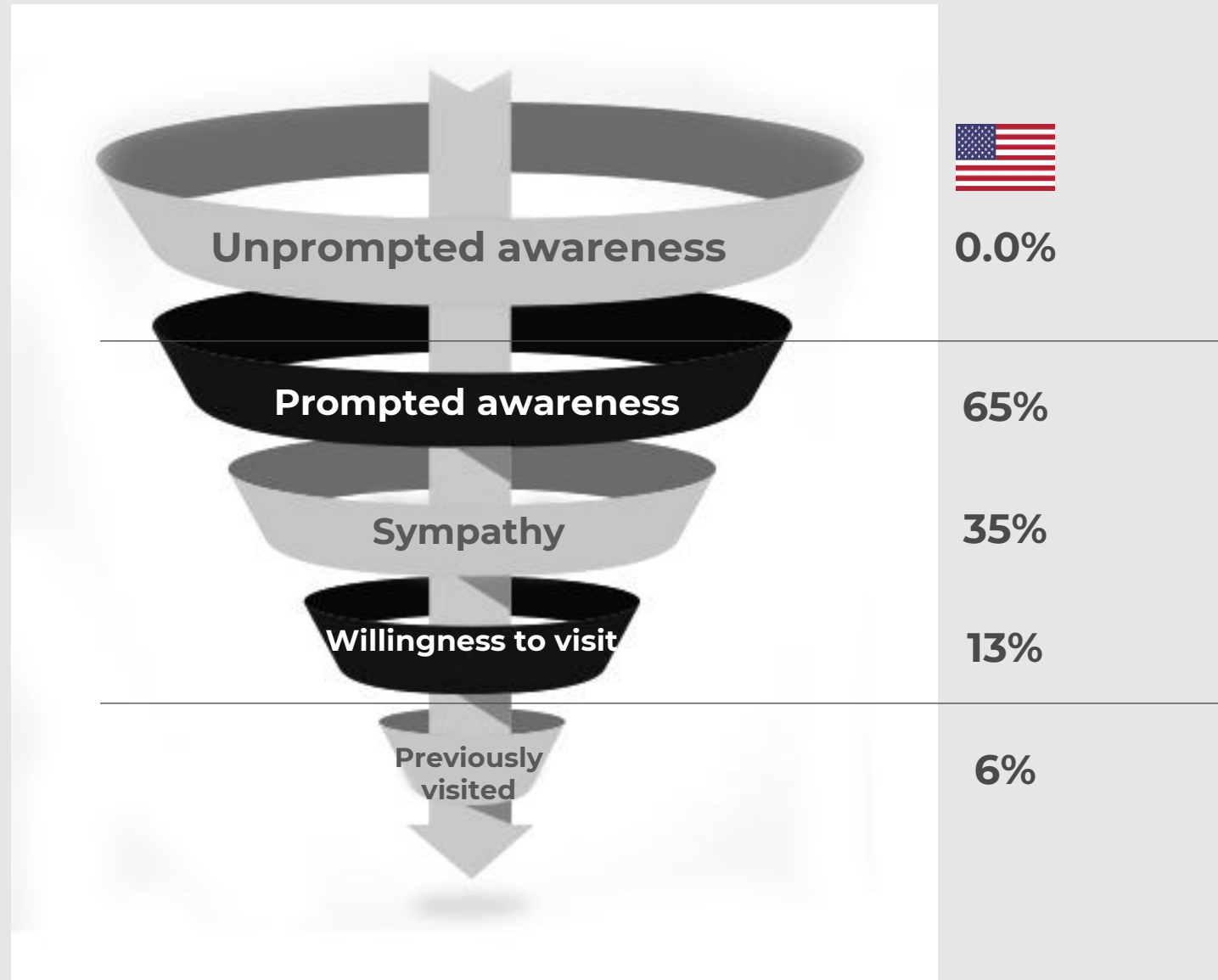


Leisure Oriented



Brand Funnel 2022

Assessing Luxembourg's brand strength as a destination



Source: Destination Brand/Inspektour.
(*) Based on travel intent for next 3 years.

Growth potential & outbound travel demand trends

US travel to Europe



For long-haul markets, LFT primarily relies on market research carried out by our partners at European Travel Commission (ETC).

For further insights on current demand trends and potential of the US market, we therefore invite you to check:

- The Long-Haul Travel Intent Barometer, covering 7 key source markets including the US
 - ⇒ <https://etc-corporate.org/reports/long-haul-travel-barometer-1-2026/>
 - ⇒ <https://etc-corporate.org/reports/long-haul-travel-barometer-2-2026/>
 - ⇒ <https://etc-corporate.org/reports/long-haul-travel-barometer-3-2026/>

A more detailed report of the US outbound travel market was also released in 2018:

- ⇒ <https://etc-corporate.org/reports/etc-ec-research-snapshot-on-the-us-travel-market/>



Your contact

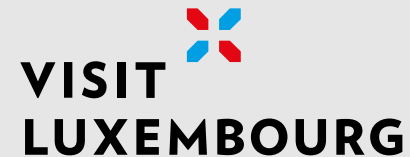


Alain Krier

Head of Insights & Strategy

T. +352 42 82 82 36

alain.krier@LfT.lu



Luxembourg for Tourism GIE

6, rue Antoine de Saint-Exupéry

L-1432 Luxembourg-Kirchberg

www.visitluxembourg.com